

## **Historic, Archive Document**

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# Associated Seed Growers, Inc.

**Asgrow**

Asgrow Dealer:

Here is your opportunity to sell the A.S.T.A. European Garden Seed Assortment packed with good ASGROW SEEDS. You make the profit—we do the work.

This plan is being widely advertised by the National Garden Bureau.

Simply hand the enclosed announcements to your customers who have friends or relatives in the specified countries of Europe.

## PRICES

(Individual direct shipment prepaid to Europe by Asgrow).

Dealer Cost ..... \$3.20 per carton

Retail Price ..... 3.95 per carton

Send the Customer's Order Form to Asgrow Seeds, Cambridge, N.Y. We do the rest—prepare papers, prepay postage—and even mail a postal receipt to your customer.

## ALTERNATIVE PLAN

In addition to servicing individual orders for you, we are also prepared to supply quantity lots on your order for delivery to your store, or to any address such as a recognized charitable or relief agency.

PRICES (Quantity shipments by Asgrow to U.S.A. destinations only.) Send purchase orders to Asgrow Seeds, Cambridge, N.Y.

Dealer cost (orders for 25 or more cartons delivered prepaid to U.S.A. destinations)—\$2.90 per carton.

Retail Prices suggested:

- (a) When dealer mails carton postpaid individually to Europe for donor—\$3.95 per carton.
- (b) When dealer orders quantity lots to be delivered prepaid to a U.S.A. point only, for delivery to Europe by a recognized charitable or relief agency.

Lots of 25-~~49~~: \$3.65 per carton.

Lots of 100 or more: \$3.50 per carton.

ASSOCIATED SEED GROWERS INC.

This official sticker—or exact replica thereof—must be placed on the outside of each package shipped.

### OFFICIAL A.S.T.A. EUROPEAN SEED ASSORTMENT

The seedsman who packed this assortment certifies that it meets the specifications recommended to the American Seed Trade Association by the United States Department of Agriculture as to quantity, kind and variety of type, and germination. GIFT PACKAGE.



